

Curriculum Vitae

David Landes

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Education

Ph.D. Communication, Rhetoric and Media, University of Pittsburgh (*expected 2013*).

- Dissertation: *Toward a Theory of Attention for Communication*
- Committee: Dr. Brent Malin (advisor), Dr. Richard Lanham, Dr. John Poulakos, Dr. Ron Zboray.
- Emphases: Modern Theories of Rhetoric, Theories of Media, Communication Technology, Communication and Culture, Theories of Attention.

M.A. Communication, Rhetoric and Media, University of Pittsburgh.

- Committee: Dr. John Lyne (advisor), Dr. Gordon Mitchell, Dr. Barbara Warnick.
- Emphases: Contemporary Rhetoric, "New Media," and Attention Economy.

B.A. Linguistics, Writing, and Rhetoric, University of California, Santa Barbara.

- [A Self-Created Interdisciplinary Major](#) in Linguistics, Professional Writing, Philosophy, and Music. Advisors: Dr. Sue McLeod (writing), Dr. Roy Vallis (rhetoric), Dr. Susana Cumming (linguistics), Dr. Charles Bazerman (education), Dr. John Hajda (music).
- Senior Thesis: *Rhetoric for the Machine: The Rhetorical Situation of Search Engine Optimization*. Advisor: Dr. Karen Lunsford.
- Minors: Philosophy, Music.
- High Honors; Distinction in the Major.

Publications

- Landes, D. Introduction. In R. Vallis (ed.), *What Were They Thinking?*. Ojai, CA: Stonesthrow Press. (*forthcoming*)
- Heinrichs, J., & Landes, D. (2013). *The Argument Lab*. In J. Heinrichs, *Thank You for Arguing*. New York, NY: Three Rivers Press. Contributor to the 2nd edition. (*in progress*)

Teaching Experience

- [Television and Society](#), University of Pittsburgh, Summer 2012.
- [Mass Communication Process \(accelerated\)](#), University of Pittsburgh, Spring 2012.
- [Interpersonal Communication](#), University of Pittsburgh, Spring 2012.
- [Argument](#), University of Pittsburgh, Fall 2011.
- [Rhetorical Process \(accelerated\)](#), University of Pittsburgh, Summer 2011.
- [Mass Communication Process](#), University of Pittsburgh, Fall 2010, Spring 2011.
- [Rhetorical Process](#), University of Pittsburgh, Fall 2009, Spring 2010.
- [Communication Process](#), University of Pittsburgh, Fall 2008, Spring 2009.
- [Public Speaking](#), University of Pittsburgh, Fall 2007, Spring 2008, Fall 2012, Spring 2013.
Course Topic: *Lies, Distortion, and Bullshit*.
- [Grammar & Stylistics](#), University of California, Santa Barbara, Spring 2007.
- [Rhetoric Writing](#), University of California, Santa Barbara, Fall 2006.

Lectures & Academic Presentations

- [Rhetorical Reaches: A Forum on Pedagogical Projects That Break the Boundaries of our Rhetoric Classrooms](#). Superpanel for Rhetoric Society of America, 5-26-12.
- [Critical Approaches to Music](#), Invited Lecture, Mass Media & Society, Penn State Greater Allegheny, 4-26-12.
- [Teaching Philosophy in Action](#), Invited Panel Member, GradExpo 2012, University of Pittsburgh, 3-23-12.
- [Chronemics](#), Invited lecture for Non-Verbal Communication, U of Pittsburgh, 2-28-12.
- [Civic Voice and the Public Work of Rhetoric](#), Panel Discussion at National Communication Association, 11-18-11

- The Attentive Animal: A Burkean Basis for a Humanistic Theory of Attention. Paper presented at National Communication Association, 11-17-11.
- Jazz, Drums, Improvisation. Invited Lecture/Performance for The History of Jazz, U of Pittsburgh, 7-28-11, 4-16-12.
- Notes Toward an Isocratean Theory of Attention: How Classical Rhetorical Theory Might Inform Networked Communication. Paper presented at Rhetoric Society of America, 5-31-10.
- Rhetoric and Music. Invited Lecture for Rhetorical Process, U of Pittsburgh, 3-16-10.
- Rhetoric for the Machine: The Rhetorical Situation of Search Engine Optimization. Paper presented at National Communication Association, 11-15-09.
- Kenneth Burke and His Definition of Man. Invited Lecture for Rhetorical Process, U of Pittsburgh, 10-27-09.
- Attention and the Internet. Invited Lecture for Media Criticism, U of Pittsburgh, 9-15-09.
- Google Eyes: Search Engine Optimization and the Problem of the Visual. Paper presented at the William A. Kern Conference on Visual Communication: Rhetorics and Technology, Rochester, NY, April 10-13, 2008.
- Figures of Speech. Lecture for Grammar & Stylistics, University of California at Santa Barbara, 5-24-07.
- Verbals. Lecture for Grammar & Stylistics, University of California at Santa Barbara, 5-3-07.
- Identifying Sentential Elements. Lecture for Grammar & Stylistics, University of California at Santa Barbara, 4-17-07.
- Rhetoric & Music. Lecture/discussion for Rhetoric Writing, University of California at Santa Barbara, 11-16-06.
- Persuasion and The College Petition. Lecture for Rhetoric Writing, University of California at Santa Barbara, 11-7-06.
- Oratory: Ethos, Pathos, and the Enthymeme. Lecture for Rhetoric Writing, University of California at Santa Barbara, 10-26-06.
- Improvising Jazz—A Performance Discussion, Panelist & Performer, *Improvising (Post)Modernity Series*, The Center for the Interdisciplinary Study of Music, University of California at Santa Barbara, 6-8-06.

Invited Talks and Workshops

- Persuasion Workshop. Fast Track Leadership and Service Program, Baker Leadership, 5-1-12.
- Persuasive Public Speaking, Student Empowerment 2011, Global Solutions Pittsburgh and Baker Leadership, Carlow University, 10-1-11.
- Dealing With Difficult Situations, University TA Orientation, TA services, Center for Instructional Development and Distance Education, University of Pittsburgh, 8-26-11.
- Dealing with Cheating and Plagiarism, University TA Orientation, TA services, Center for Instructional Development and Distance Education, University of Pittsburgh, 8-26-11.
- Introduction to the UpTo Collaborative Idea Incubator, American Institute of Graphic Arts' PechaKucha Night, Pittsburgh PA, 6-30-11.
- The 6 Masterkeys of Persuasion, Lecture, Fast Track Leadership and Service Program, Baker Leadership, 4-21-11.
- Advisory Panel to the Mayor for Pittsburgh Civic Engagement Initiatives, Office of Mayor Luke Ravenstahl, Pittsburgh PA, 3-23-11.
- Why Music Matters Panel Member, Power Hour for Community Development, Baker Leadership, Pittsburgh PA, 3-22-11.
- Conference Wrap-Up and Action Steps Workshop, I <3 Empowerment Conference, Carlow University, Pittsburgh PA, 2-26-11.
- Community Project and Nonprofit Adjudication Panel, Fast Track Leadership and Service Program, Baker Leadership, 1-25-11.
- Cheating and Plagiarism, University TA Orientation, TA services, Center for Instructional Development and Distance Education, University of Pittsburgh, 1-4-11.
- Social Media and Digital Communication Workshop, PennSERVE quarterly workshop for the Pennsylvania Governor's Office of Citizen Service, 12-8-10.
- Social Media and Online Strategy Panel, Fast Track Leadership and Service Program, Baker Leadership, 11-18-10.
- Communicating, Motivating and Inspiring, Lecture, Americorps' KEYS Service Corps, 11-12-10.
- The 6 Masterkeys of Persuasion, Lecture, Fast Track Leadership and Service Program, Baker Leadership, 10-26-10
- Composing Music for Silent Film. Lecture for the University of California's Reel Loud Film Festival, 2-25-05.

Grants and Awards

- Visiting Instructor, U of Pittsburgh, 2012. [\$22,400].
- Summer Tuition Scholarship for Academic Merit, U of Pittsburgh, 2012. [\$11,322 Tuition + \$6,172 Stipend].
- Appointed TA Mentor, Department of Communication, University of Pittsburgh, 2011-2012 [\$200].
- Summer Tuition Scholarship for Academic Merit, U of Pittsburgh, 2011. [\$10,890 Tuition + \$6,052 Stipend].

- Elizabeth Baranger Excellence in Teaching Award, U of Pittsburgh, 2010. [\$250].
- Elizabeth Baranger Excellence in Teaching Award, nomination. U of Pittsburgh, 2007, 2008, 2009, 2010, 2011.
- Graduate Teaching Fellowship, University of Pittsburgh, 2009-2012. [(\$30,736 Tuition + \$16,460 Stipend) per year].
- Western PA Rising Star, Baker Leadership, 2010.
- Graduate Teaching Assistant, University of Pittsburgh, 2007-2009. [(\$29,544 Tuition + \$14,485 Stipend) per year].
- Jeremy D. Friedman Memorial Award for outstanding leadership, superior scholarship, and contributions to undergraduate life on campus, University of California, Santa Barbara, 2007. [\$400 Gift].

Service

- Curriculum Consultant, The Saxifrage School, Pittsburgh PA, 2011-2012.
- Teaching Award Creation Committee, Center for Instructional Development and Distance Education, U of Pittsburgh, 2011-2012.
- Teaching Award Selection Committee, School of Arts and Sciences Graduate Student Organization, U of Pittsburgh, 2011.
- Representative, Faculty of Arts and Sciences Graduate Student Organization. U of Pittsburgh, 2008-2012.
- Community Outreach Musician, University of Pittsburgh's annual jazz seminars and concerts. 2007-2012.
- RSA Task Force on Digital Presence member, Rhetoric Society of America, 2010-2011.
- Startup Consultant, Pittsburgh Consortium for Rhetoric and Discourse Studies, Carnegie Mellon Dept. of English, 2010.
- Conference Volunteer, the 12th Biennial Public Address Conference: Human Rights Rhetoric, U of Pittsburgh, Oct 2010.
- Webmaster, Dept. of Communication Graduate Student Organization, U of Pittsburgh. 2010.
- Judge, Grad Expo poster presentations, U of Pittsburgh. 3-22-10.
- Freshman Student Faculty Associate, Office of Student Life's First Year Experience, U of Pittsburgh. 2009-2010.
- Judge, Annual PITT Oratory Competition. U of Pittsburgh. April 2008-2010.
- Judge, 8th Annual College in High School SPAR Debate Tournament. U of Pittsburgh. April 29, 2008.
- Representative, UCSB Writing Program's external review. May 8, 2007.
- Representative, Campus Learning Assistance Services. UCSB open houses. 2005-2007.
- Creator/Co-Developer, the Writing and Rhetoric Major for UCSB's Writing Program, with Sue McLeod and Roy Vallis. 2003-2007.

Related Experience for Scholarly Activity

- Consultant, UpTo Know Good, Pittsburgh PA. 2011-2012.
- Consultant, Zola Design, Pittsburgh PA. 2010-2011.
- Communication Strategist, Kullu Valley Bike Project, Pittsburgh PA. 2010-2011.
- SEO Consultant, Procure Construction Software, Santa Barbara, CA. 2007.
- SEO & Webpage Design Project Co-Lead, Emergency University, Redwood City, CA. Summer 2006 & 2007.
- Writing Tutor, Campus Learning Assistance Services, UC Santa Barbara, 2005-2007.
- Public Speaking and Presentation Consultant for MetALive, Winner of "Best Presentation" for UCSB's Technology Management Program's New Venture Competition 2007.
- Reporter, The Daily Nexus, UC Santa Barbara, 2005.
- Copywriter, La Cumbre Yearbook, UC Santa Barbara, 2005.
- Freelance Editor for student applications and publications.
- Active Musician, extensive experience in performance, teaching, and composition.